What is Claimed:

1. A method for using a computer to gather information of an end user's visits to web pages and the duration of each visit, the method comprising the steps of:

(a) monitoring the web pages the end user visits;

(b) recording the duration and date of each visit monitored in said step (a); and

(c) saving information recorded in said step (b) in the end user's computer.

2. A method according to claim 1, further comprising the steps of:

(d) providing a data processing computer for storing demographic data of the end user;

(e) storing the end user's demographic data in the data processing computer;

(f) uploading upon selective operation by the end user's computer in one direction from the end user's computer to the data processing computer, the information saved to the end user's computer in said step (c);

(g) matching the information uploaded in said step (f) with the end user's demographic data;

(h) collating based on the end user's demographic information, the information resulting from said step (g);

(i) storing the information resulting from said step (h); and

(j) repeating steps (a) to (i) for more than one end user.

3. A method according to claim 1, further comprising the step of: classifying the subject matter of each web page visited and recording the subject matter in said step (b).

4. A method according to claim 1, wherein the information saved in said step (c) is compressed and encrypted.

1   5.   A method according to claim 1, wherein the demographic data
2 comprises the end user's age, sex, ethnicity, nationality, physical disability, and
3 address.

4   6.   A method according to claim 1, wherein the information saved in
5 said step (c) is stored under an end user's user identification code.

1   7.   A method according to claim 6, wherein the user identification
2 code is an alpha-numeric character.

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